

## **KVIA-TV**

### **Annual EEO Public File Report**

**Amended as of 5/1/2015**

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rules. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): KVIA-TV, and is required to be placed in the public inspection file of this station, and posted on its website, if it has a website.

The information contained in this Report covers the time period beginning April 1, 2014 to and including March 31, 2015 (the “Applicable Period”).

The FCC’s EEO Rules require that this Report contain the following information:

- 1) A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
- 2) For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rules), which should be separately identified by name, address, contact person and telephone number;
- 3) The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
- 4) Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
- 5) A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-Time Positions for Which this Source was Utilized” refer to the number of full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone, or by email.

**Appendix 1 to Annual EEO Public File Report Form  
Covering the Period from April 1, 2014 to March 31, 2015  
Station(s) Comprising Station Employment Unit: KVIA-TV**

Vacancy Information

<b>Full-Time Positions Filled by Job Title</b>	<b>Recruitment Source of Hiree</b>	<b>Total Number of Interviewees from all Sources for this Position</b>
1) Producer	Former Intern	1
2) Anchor/MMJ	Job Fair	2
3) Anchor Sports	STAA Talent	4
4) Coordinator H.R.	Employee Referral	3
5) Photographer	Former Intern	1
6) Producer	Filled Internally	1
7) Account Executive	Filled Internally	1
8) Chief Photographer	Employee Referral	1
9) Integrated Media Consultant	KVIA Website	7
10) News Editor	Hired Intern	1
11) General Sales Manager	NPG Website	6
12) Coordinator H.R.	KVIA website	13
13) Local Sales Manager	Filled Internally	1
14) Sports Director	STAA Talent	4
15) Account Executive (5)	Employee Referral	15
16) Photographer	Former Intern	1

**Appendix 2 to Annual EEO Public File Report Form  
Covering the Period from April 1, 2014 to March 31, 2015  
Station(s) Comprising Station Employment Unit: KVIA-TV**

Recruitment Source Information

<b>Recruitment Source</b>	<b>Total Number of Interviewees this Source has Provided During this Period</b>	<b>Full-Time Positions for Which This Source was Utilized</b>
<b>1) Upper Rio Grande Workforce</b> Contact: Lauren Macias 300 E Main El Paso, Texas 79901 Phone: 915-351-6547 Website: www.workintexas.com	3	14
<b>2) KVIA-TV Facebook Page</b> Contact: Leonard Martinez 4140 Rio Bravo El Paso, Texas 79902 Phone: 915-496-7777 Website: facebook.com	2	15
<b>3) KVIA-TV Twitter Page</b> Contact: Leonard Martinez 4140 Rio Bravo El Paso, Texas 79902 Phone: 915-496-7777 Website: twitter.com	0	15
<b>4) KVIA-TV website</b> Contact: Leonard Martinez 4140 Rio Bravo El Paso, Texas 79902 Phone: 915-496-7777 Website: kvia.com	8	15
<b>5) El Paso Advertising Federation</b> Contact: Veronica Gonzalez 6112 North Mesa El Paso, Texas 79912 Phone: 915-747-7434	0	2

<b>Recruitment Source</b>	<b>Total Number of Interviewees this Source has Provided During this Period</b>	<b>Full-Time Positions for Which This Source was Utilized</b>
6) <b>TV Jobs</b> PO Box 4116 Oceanside, CA 92052 Phone: 760-754-8177 Website: <a href="http://www.tvjobs.com">www.tvjobs.com</a>	3	4
7) <b>News Press Gazette company website</b> Contact: Mary Ann Felts 825 Edmond St Joseph, Missouri 64501 Phone: 816-236-6237 Fax: 816-271-8591 Website: <a href="http://npgco.com">npgco.com</a>	1	15
8) <b>KVIA-TV LinkedIn Account</b> <a href="http://www.linkedin.com/company/kvia-tv">www.linkedin.com/company/kvia-tv</a>	0	11
9) <b>KVIA-TV Craigslist Account</b> <a href="http://elpaso.craigslist.org">http://elpaso.craigslist.org</a>	0	11
10) <b>El Paso SHRM</b> Contact: Daniel Margrave Website: <a href="http://www.epshrm.org/">http://www.epshrm.org/</a>	0	2
11) <b>UTEP Career Center</b> 500 W. University 103 W. Union Bldg El Paso, TX 79936 Phone: 915-747-5640 Website: <a href="http://utep.edu/careers">utep.edu/careers</a>	1	12
12) <b>NMSU Career Services</b> 1780 E. University Avenue Garcia Annex, Rm 224 Las Cruces, NM 88003 Phone: 575-646-1631 Website: <a href="http://careerservices.nmsu.edu">careerservices.nmsu.edu</a>	0	8

13) <b>Spots n Dots</b> <a href="http://www.spotsndots.com/">http://www.spotsndots.com/</a>	5	1
14) <b>CareerBuilder</b> <a href="http://www.careerbuilder.com/">http://www.careerbuilder.com/</a>	10	1
15) <b>Intern</b>	5	1
16) <b>Job Fair</b>	1	1
17) <b>Employee Referral</b>	9	1
18) <b>Filled Internally</b>	3	1
19) <b>STAA Talent</b> <a href="http://staatalent.com/">http://staatalent.com/</a>	3	1

**Sources marked with an asterisk (\*) have requested notification of full-time job vacancies.**

**Appendix 3 to Annual EEO Public File Report Form  
Covering the Period from April 1, 2013 to March 31, 2014  
Station(s) Comprising Station Employment Unit: KVIA**

Supplemental (Non Vacancy-Specific) Recruitment Activities Undertaken by KVIA:

- 1) Educational Institution Activities: KVIA participated in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting. Director of News and Marketing for NPG, Michael Fabac visited The University of Missouri (1) and Arizona State University (2) where he met many broadcast journalism students. While there, he was able to discuss careers in broadcast and give the students information on how to secure employment in the industry. During the period, Local Sales Manager, Renee Santana and Account Executive, Christopher Zarate participated in a job fair held by The University of Texas at El Paso (3), where they met with college students, giving them guidance and information on sales careers. They also interviewed prospective candidates while at the job fair. (4) KVIA gives tours of the station for groups of students, ranging from elementary school to high school, in order to foster interest in students' consideration of careers in broadcasting generally, and in possible employment at KVIA in particular. Human Resources Coordinator, Blanca Garcia conducts the tours. In the period between April 1, 2014 and March 31, 2015, KVIA conducted 13 such tours.
- 2) Job Fair Attendance: Local Sales Manager, Renee Santana attended the NAB Sales Recruitment in Phoenix AZ. She was tasked with interviewing about 16 prospective sellers for all of NPG over three days.
- 3) Internship: KVIA provided an internship to approximately 30 students from University of Texas at El Paso and New Mexico State University during the period. The students would shadow and learn from members of the newsroom. The students would then submit a written paragraph about the different skills they had learned every week to be reviewed by the News Director, Brenda DeAnda-Swann and News Editor, Eric Huseby.